

## Message Text

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PAGE 01 PALERM 00038 161215Z  
ACTION EUR-12

INFO OCT-01 ISO-00 USIE-00 DOE-11 DOEE-00 SOE-02 EB-08  
PA-02 PRS-01 /037 W  
-----021420 161407Z /44

R 160730Z JAN 78  
FM AMCONSUL PALERMO  
TO SECSTATE WASHDC 2341  
RUEHDC/USDOC WASHDC  
RUFHOM/AMEMBASSY ROME 1256  
RUFHBS/AMEMBASSY BRUSSELS 0107  
INFO AMCONSUL FLORENCE  
RUFHOM/AMCONSUL GENOA 0071  
RUFHOML/AMCONSUL MILAN 0187  
RUFLSKA/AMCONSUL NAPLES 0139  
RUFHOM/AMCONSUL TRIESTE 0050  
RUFHOM/AMCONSUL TURIN 0050

UNCLAS PALERMO 0038

BRUSSELS FOR USEEC  
DEPT PASS ERDA, USIA AND US ENERGY DEPARTMENT  
MILAN PASS TRADE CENTER  
ROME PASS USIS

E.O. 11652: NA  
TAGS: BEXP, TECH, ENRG, IT  
SUBJECT: SOLAR ENERGY EXHIBITION AT 1978 MEDITERRANEAN FAIR

REF: A. 1977 PALERMO 430# B. ROME 284 (NOTAL)

1. IN VIEW OF SUCCESSFUL, FIRST SOLAR ENERGY EXHIBITION HELD AT  
PALERMO'S MEDITERRANEAN FAIR LAST YEAR (REFTEL), FAIR MANAGEMENT  
WILL STAGE A SECOND EXHIBITION DURING 1978 FAIR (MAY 27-JUNE 11,  
1978).

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2. BECAUSE OF OUR ROLE IN FAIR'S SOLAR ENERGY EFFORTS LAST YEAR,  
FAIR MANAGEMENT HAS ASKED THE CONSULATE GENERAL TO SEEK PARTICIPA-  
TION OF U.S SOLAR ENERGY FIRMS IN THIS YEAR'S FAIR, WHICH LAST  
YEAR ATTRACTED SEVERAL LARGE ITALIAN FIRMS.

3. FAIR IS ASSIGNING ABOUT 2000 SQUARE METERS OF DISPLAY SPACE TO  
SOLAR ENERGY EXHIBIT. COST TO PARTIPANTS WILL BE LIRE 18000 (CA.

US DOLS 20) PER SQUARE METER. COST OF MO8UNTING DISPLAYS, MAINTENANCE, DISPLAY PERSONNEL AND TRANSPORTATION WOULD, OF COURSE, BE ADDITIONAL.

4. NO DECISION HAS YET BEEN TAKEN ON WHETHER TO COMBINE THE EXPOSITION WITH SOLAR ENERGY CONFERENCE, AS IN 1977.

5. GIVEN U.S. EMPHASIS ON DEVELOPING ALTERNATE ENERGY SOURCES AND FACT WE ARE ORGANIZING MAJOR CONFERENCE ON THESE THEMES IN LATE MARCH (ROME 19691), POST WOULD APPRECIATE COMMERCE DARTMENT'S ASSISTANCE IN PUBLICIZING THIS YEAR'S SOLAR ENERGY EXHIBITION AT PALERMO FAIR IN AN EFFORT TO INTEREST AS MANY US FIRMS AS POSSIBLE IN PARTICIPATING.

6. THE FOLLOWING DRAFT IS SUGGESTED FOR INSERTION IN "COMMERCE AMERICA" OR OTHER APPROPRIATE PUBLICATIONS: "SECOND SOLAR ENERGY EXHIBITION TO BE HELD AT PALERMO MEDITERRANEAN FAIR - FOLLOWING A HIGHLY-SECCESFUL BEGINNING IN 1971, THE MEDITERRANEAN FAIR MANAGEMENT INVITES PARTICIPATION BY U.S. FIRMS IN A SECOND SOLAR ENERGY EXHIBITION TO BE HELD IN PALERMO, SICILY, FROM MAY 27 - JUNE 11, 1978. A 2000 SQUATE METER AREA HAS BEEN RESERVED FOR A SOLAR ENERGY DISPLAY, AND EXHIBIT SPACE WILL COST APPROXIMATELY DOLS 20.00 PER SQUATE METER. FURTHER INFORMATION MEY BE OBTAINED EITHER FROM THE AMERICAN CONSULATE GENERAL, VIA VACCARINI1, PALERMO, ITALY (TELEPHONE NO. 291532 - ITALIAN TELEX NO. 91313) OR DIRECTLY FROM THE FIERA DEL MEDITERRANEO, PIAZZA GENERALE CASCINO, UNCLASSIFIED

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90142 PALERMO, ITALY.

REQUEST COMMERCE ALSO MAKE ABOVE INFO AVAILABLE TO SOLAR ENERGY INDUSTRIES ASSOCIATION, 1001 CONNECTICUT AVE., N.W. WASHINGTON, D.C. 20036.

7. WE ALSO STRONGLY SECOND EMBASSY ROME'S RECOMMENDATION IN PARA 2, REF B., THAT USIA'S CONTRACT SEDP DISPLAY BE MADE AVAILABLE TO SERVE AS MAJOR FEATURE OF THIS YEAR'S EXHIBITION. IT WOULD SERVE EXCELLENTLY AS CENTER-PIECE FOR PARTICIPATION BY PRIVATE U.S. SOLAR ENERGY FIRMS. COLLINS

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** EXHIBITS, SOLAR POWER  
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**Copy:** SINGLE  
**Draft Date:** 16 jan 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
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**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
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**Executive Order:** N/A  
**Errors:** N/A  
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**Subject:** SOLAR ENERGY EXHIBITION AT 1978 MEDITERRANEAN FAIR  
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**Review Markings:**  
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